

ABSTRACT OF THE DISCLOSURE

A marketing system with a centralized database for compiling and distributing marketing data. The system compiles marketing data from a plurality of internal and external data sources into a centralized database. Internal and external sources include legacy systems. Data in the centralized database is distributed to a plurality of client venues by using an extract engine to extract a subset of data from the centralized database and creating a venue specific database. Access to the venue specific database is facilitated by use of an application programmers interface for allowing the development of applications for venue specific use of the venue specific database. Both the compilation and distribution process is performed on a periodic basis to provide timely, accurate, and consistent marketing data across the plurality of client venues.